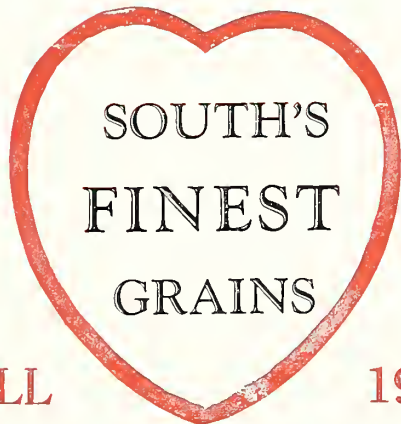


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

NEW STRAINS

OF THE



FALL

1930

BRED TO PEDIGREE

BY

***COKER'S PEDIGREED
SEED COMPANY***

DAVID R. COKER, President

Hartsville, S. C.

Return Postage Guaranteed

Sec. 4351½, P. L. & R.

POSTAGE PAID

Hartsville, S. C.

Permit No. 3

Mr. H. S. Smith, Ex.
Bureau of Plant Ind.,
Washington, D. C.

COKER'S PEDIGREED REDHART WHEAT

THE ARISTOCRAT OF SOUTHERN WHEATS

Coker's Pedigreed Redhart Wheat, introduced by us in the fall of 1923 has in the short space of seven years become the most popular variety grown in many sections of the cotton belt. Many farmers have made yields with it that they never dreamed could be made with a Southern wheat, some have doubled the yields they were formerly making with other varieties and all are growing it to their entire satisfaction. Redhart, The Aristocrat of Southern Wheats, richly deserves this title. Its upright, growth and heavy compact, erect heads tell at a glance that it is a "thoroughbred." These qualities, together with its earliness and heavy yield, combine to make it an ideal variety.

THE PRIDE OF THE PIEDMONT

Our Redhart Wheat, because of its excellent record in many sections of the Piedmont Region of North and South Carolina, has done much to re-habilitate grain growing in those sections and has proved that *good wheat can be raised at a profit* in the South-East. We are reserving a CARLOAD of these seed to be distributed throughout one of the wheat growing counties of North Carolina by its County Agent. The farmers of this county are "sold" on Redhart for they have proved to their own satisfaction that it is the best that money can buy.

HEAVY YIELDER—EARLY

Repeated tests have demonstrated that Redhart is from 20 to 50 per cent more productive than other wheats now being planted in the cotton belt. This excellent yielding ability is due in part to its extreme earliness which enables it to escape rust injury.

STIFF STRAW—ERECT HEAD

Its stiff straw and erect growth practically eliminates "lodging" and makes harvesting a pleasure. You will be delighted with bright, heavy golden grain that comes from the thresher and you will agree with us that the slightly higher initial cost for the seed has been repaid many times.



Specimen Coker's Pedigreed
Redhart Wheat

PRICES: 10 Bushels or More.....\$3.25 per bu.
Less than 10 Bushels.....\$3.50 per bu.

GROWERS ARE ENTHUSIASTIC

Stands Cold Better

The Redhart Wheat is the best wheat as it stands cold better as well as dry weather. The yield is far better than other varieties of wheat. I expect to plant it in 1931

E. R. ROBERTS

Marion, S. C.

Outyields Leap's Prolific

Will say as to the test I have made with Redhart as to yield and earliness and uniformity, it proved very satisfactory. Two years ago the same field in Leap's Prolific, with 200 lbs. 8-3-3 guano, made 28 bushels per acre. The Redhart yielded 34 2-3 bu. I am well pleased.

M. A. CAUBLE

Route No. 1, Rockwell, N. C.

No Equal For Coastal Plain

We think this wheat the best wheat known for Eastern Carolina. As a yielder and for earliness it has no equal with us. If more farmers knew of its adaptability to the Coastal Plain section, I am sure more wheat would be grown.

L. B. BRANDON, Co. Agt.
Raeford, N. C.

Best seed wheat I ever planted.
WADE STACKHOUSE

Dillon, S. C.

I am well pleased.

T. P. WOOTEN

Tignall, Ga.

Large Grains—Long Heads

I am well pleased with the wheat that I ordered from you. The grains are very large, long head and are plenty early. This wheat proved to be one of the best ever grown in this section.

ATHELL GARRICK

Cope, S. C.

Superior to Other Wheat

I will say that I am well pleased with your Redhart Wheat. The land I planted was some good and some very poor, I am sure some acres went well over thirty bushels per acre. It is far superior to any other wheat in this section. I threshed some other kinds for neighbors, and their yield was 10 to 15 bushels per acre.

B. W. SEGARS

Oswego, S. C.



Breeding Field
Coker's Pedigreed Redhart Wheat

You will be interested to know that I made a yield of 43 bu. and 9 lbs. of wheat on one acre with your Redhart.

R. G. DONALD.

Society Hill, S. C., June 7th, 1930.

"The South should grow its own food"—Gov. Gardner of N. C.

A NEW STRAIN

COKER'S PEDIGREED FULGHUM OATS STRAIN 4

OUR HEAVIEST YIELDING STRAIN OF THE SOUTH'S STANDARD VARIETY

Coker's Pedigreed Fulghum Oats Strain 4 is the first new strain of this splendid variety that we have offered since 1924. It has taken us six years to find an oat superior to our Strain 3, but our Fulghum Strain 4 has fully repaid us for our time and expense.

Our Pedigreed Fulghum Strain 4 has the following qualifications which make it a more desirable oat than its predecessor:

1. More uniform.
2. 10 per cent taller growth, making it more desirable for forage.
3. Slightly longer heads.
4. Larger grains.
5. Bigger yields.
6. Slightly more cold resistant.

EXTRA LARGE GRAIN—VIGOROUS GROWTH

Our Pedigreed Fulghum Strain 4 combines the excellent qualities of stiff straw and vigorous growth. These characteristics render this oat very desirable either for forage or for grain — the stiff straw making it storm resistant and easy to harvest. In addition our Pedigreed Fulghum Strain 4 has shown a marked tendency towards cold resistance.



Specimen Coker's
Pedigreed Fulghum
Oats. Strain 4.



Harvesting Fulghum Strain 4 on One of Our Plantations

AN IDEAL OAT—EARLY, PRODUCTIVE, STORM RESISTANT

Our Pedigreed Fulghum Oats Strain 4, the product of many years of careful selection and scientific breeding has proven to be far superior to all previous strains. It matures very early, ripening about a week earlier than the Applier. Its long compact heads are loaded with large, plump grains. It has a stiff straw, which makes it very storm resistant and with the exception of some of our increase fields and breeding blocks, it is the heaviest yielder we have ever produced.

RIPENS UNIFORMLY

The quality of uniform ripening, which our Fulghum oats have in a high degree, proves particularly beneficial during adverse harvesting seasons. It is of course extremely important to get oats cut and threshed as quickly as possible after ripening to avoid rain damage and the uniform maturing of these oats saves valuable time.

PRICES: 20 bushels or more.....\$2.10 per bu.
Less than 20 bushels.....\$2.25 per bu.

FULGHUM 4 LEADS CLEMSON OAT TEST

Our Pedigreed Fulghum Strain 4 Oats, which we are offering this fall for the first time has justified our high opinion of it by taking first place in the 1928-29 Clemson College Oat Variety Test with a yield of 51.7 bushels per acre.

The Clemson College oat variety test shown here furnishes a striking example of the value of pedigreed plant breeding as directly related to yield. In addition to their yielding qualities, our Pedigreed grains have been bred for storm resistance, earliness and uniformity.

Attention is also called to the fact that our strains and varieties of oats made the six highest yields in this test.

OAT VARIETY TEST—1928-1929

Clemson College
(14 Reduplications)

VARIETY	Yield in bushels per acre	Per cent. of grain to straw
Coker's Fulghum Strain 4 (18 b-1-48)	51.7	31.4
Coker's Pedigreed 20-44	50.4	34.5
Coker's Pedigreed Norton, Strain 2.....	48.9	38.1
Coker's Pedigreed Fulghum, Strain 3.....	48.7	35.0
Coker's Pedigreed 24 H. F. S. 52.....	48.6	36.6
Coker's Pedigreed J x F 155.....	48.2	34.4
Clemson's Fulghum	47.2	31.7
Curtis C. I. No. 2041	41.1	28.0
Coker's Pedigreed Norton, Strain 1.....	39.2	33.7
Lee C. I. No. 2042.....	38.7	27.1
V. P. I. Black Winter.....	35.3	31.4
100 Bushels	34.8	24.4
Applier	32.2	24.5

NOTE—Planted October 22nd, using fourteen reduplications. Fertilized at planting with 100 lbs. superphosphate and 100 lbs. kanit per acre. Top dressed with 150 lbs. of Nitrate of Soda per acre on March 1st.

COKER'S PEDIGREED FULGHUM OATS STRAIN 3

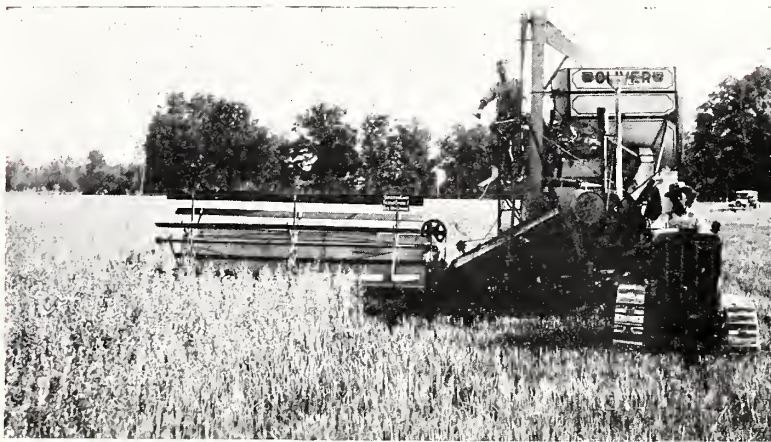
MOST POPULAR SOUTHERN OAT

Strain 3 Coker's Pedigreed Fulghum Oats has long been recognized as a big improvement on a good variety of oats. Because of its splendid record over a long period of time—Strain 3 is now planted over the entire grain growing area of the South to the universal satisfaction of its growers.

Our Pedigreed Fulghum Oats Strain 3 is a very early oat. It has long, short branched, compact heads, very large grains, often weighing 38 lbs. per settled struck bushel. It has very stiff straw. Its yield is better than any other variety of which we know except our Fulghum Strain 4, for the Coastal Plain Section. This oat makes an erect growth of medium height, has broad leaves and good stooling qualities. We offer you this excellent oat at the lowest price at which it has ever been offered. The stiff straw, uniform growth and ripening renders the Fulghum very storm resistant and makes "Combine" harvesting practical and efficient.

PRICES: 20 bushels or more.....\$1.25 per bu.
Less than 20 bushels.....\$1.35 per bu.

All seed grain we sell is recleaned and graded. All the light weight seed and foreign matter is removed. It is also tested for germination and no seed is shipped unless it measures up to our standard requirement.



Harvesting Fulghum Strain 3 With Combine

WHAT OUR CUSTOMERS SAY

Strain 3 (Fulghum) runs about 10 days ahead of other Fulghum oats here, good stiff straw, no rust and stands up well in bad weather.

C. R. BAILEY, Chadbourne, N. C.

I made the best oat crop this year I ever made, with Fulghum seed purchased from you.

J. N. McKENZIE, Cades, S. C.

This is a splendid variety for this section. It is ten days earlier than other varieties.

DELOS R. JOHNSON, Franklinton, La.

This grain I think compares favorably with any grain in this section. Uniformity is good and matures early.

B. A. EDENS, Rowland, N. C.

128 PER CENT. INCREASE IN YIELD WITH COKER'S PEDIGREED FULGHUM

The accompanying illustration shows the relative results obtained in a test conducted by the Chilean Nitrate of Soda Educational Bureau on the farm of Mr. H. A. Patton, New Bern, N. C., with Coker's Pedigreed Fulghum Oats Strain 3 and Hyde County Fulghum Oats. Our Fulghum Strain 3 made a yield of 42.47 bu. per acre (without fertilizer), while the Hyde County Fulghum Oats yielded only 18.65 bu. per acre (without fertilizer). This is a difference of 23.82 bushels in favor of our Fulghum 3, which is an increase of 128 per cent.



Hyde County Fulghum Oats Yield
18.65 bu. per acre (without fertilizer.)



Coker's Pedigreed Fulghum Oats Yield
42.47 bu. per acre (without fertilizer.)

RECORD YIELD

In 1926 Mr. Wade H. Drake of Anderson County (S. C.) produced 156 1-2 bu. per acre with our Pedigreed Fulghum Strain 3. So far as we know this was a record yield for that year.

(The all time record for an oat yield is 209 25-56 bu. per acre, which was made by Col. Jno. D. Wylie of Lancaster, S. C., in 1882.)

THE OATS WE SELL ARE NOT TREATED FOR SMUT

It is usually desirable that oats be treated for smut prior to planting. Formerly, we treated all the seed we sold. We are convinced, however, that this treating should be done **immediately before** the seed are planted. Therefore, we have discontinued treating any oats we sell.

In every bag of our seed oats is a card on which is described the method recommended by the United States Department of Agriculture for treating oats against smut.

COKER'S PEDIGREED NORTON OATS STRAIN 2

A HEAVY YIELDING COLD RESISTANT OAT

Our Pedigreed Norton (Cold Resistant) Oats were first introduced by us in the fall of 1927. Our second Strain of this valuable variety was offered last fall for the first time. Both of these strains have been severely tested by the very cold spells of January 1928 and late November and early December 1929 and both have come through in numerous cases, 100 per cent. and have in practically every instance shown a marked superiority both in hardiness and yield over other varieties planted in the same or adjoining fields.

ONLY WINTER SURVIVOR

Mr. W. G Yeager, Rowan County Agent, North Carolina, tells us that our Pedigreed Norton Oats are practically the only fall planted oats that survived the severe weather of last winter in his county and in many instances the Norton came through with perfect stands, while other varieties were killed out 100 per cent. These Rowan County farmers were astonished and delighted at the actual yield of the Norton Oats—the out turn of the crop being much greater than an observation of the crop had indicated.



Specimen Coker's Pedigreed Norton Oats

STIFF STRAW - LARGE GRAIN - EARLY

The Pedigreed Norton Strain 2 has a very stiff straw, making it extremely storm resistant and easy to harvest. It has large, healthy, very heavy grains, weighing 37 lbs. per settled struck bushel. The Norton is two to three days later than the Fulghum and five to eight days earlier than Appler.

DOES WELL IN NORTH CAROLINA

Mr. W. L. Morris, Concord, N. C., made a record yield of 110 bushels of oats with our Pedigreed Norton in the spring of 1928. These oats came through the January freeze with a perfect stand, while all other oats were killed out. Because of this and other unusual yields, made in spite of zero weather, our Norton Oats have spread rapidly over Cabarrus and neighboring counties.



W. L. Morris, Concord, N. C., Shown in Field of Norton Oats, which produced 110 bushels per acre.

PRICES: 20 bushels or More.....\$1.50 per bu.
Less than 20 bushels.....\$1.60 per bu.

SPLENDID RESULTS—SATISFIED PLANTERS



Field View Coker's Pedigreed Norton Oats Strain 2

For the past twelve years I have had opportunity to observe the work of Coker's Pedigreed Seed Co., Hartsville, S. C., and am well pleased with the results our farmers have obtained with their pedigreed seed. The Norton (cold resistant) oats seem especially adapted to our winters and have come through practically 100 per cent. every year.

R. D. GOODMAN, County Agt.
Concord, N. C.

I find that Norton Oats are as good or better than any oats I have ever planted.

C. B. HEUSTESS,
Bennettsville, S. C.

This oat made more than twice as much as any oats I planted this year. I am highly pleased with it.

J. N. PEARMAN,
Supt. S. C. Penitentiary
Columbia, S. C.

From.....
.....
.....

PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, President

HARTSVILLE, S. C.

WS&PCo—100M—8917

ORDER

COKER'S PEDIGREED SEED COMPANY

OPERATING THE PEDIGREED SEED BREEDING AND EXPERIMENTAL FARMS

DAVID R. COKER, President

HARTSVILLE, S. C.

Date.....193.....

AMOUNT ENCLOSED

Ship the following seed to

NAME.....

POST OFFICE.....STATE.....

R. F. D. No.....Express or Freight Office.....

Shall we ship by freight, express or parcel post?.....

If by freight, what road shall we ship over?.....

(If By Parcel Post or Charges Prepaid, Add Sufficient Amount to Cover)

P. O. Order \$.....

Express Order

Check

Cash

Stamps

Total \$.....

TERMS: Cash with order or sight draft with Bill of Lading attached

QUANTITY	KIND OF SEED WANTED	@	AMOUNT

PLEASE FILL OUT BACK SIDE OF THIS SHEET

METHOD OF PAYMENT: Use P. O. or Express Money Order or Check. Below is a bank check which may be used. Fill in amount, name and address of your bank, and sign. Send amounts of one dollar and less in stamps.

No.....Date.....193.....
TOWN

PAY TO THE ORDER OF COKER'S PEDIGREED SEED COMPANY \$.....
HARTSVILLE, S. C.

.....DOLLARS
100

TO.....
NAME OF BANK

.....
ADDRESS OF BANK

Signed.....

COKER'S PEDIGREED ABRUZZI RYE

STRAIN 10

OUR MOST PRODUCTIVE STRAIN OF THE SOUTH'S FINEST RYE

Our Pedigreed Abruzzi Rye Strain 10 has twenty years of scientific plant breeding behind it. A large percentage of all rye planted in the South is descended from Pedigreed Strains of Abruzzi introduced by us, which fact attests its adaptability and its varied usefulness.



Specimen Coker's Pedigreed
Abruzzi Rye

BEST FOR GRAIN

Coker's Pedigreed Abruzzi Rye was commercially introduced by our Company in 1909 and since that time has won the enviable reputation of being generally recognized as THE BEST rye grown anywhere in the South. Our Strain 10 of this valuable rye is more productive than any previous strain and has proved to be from 10 to 100 per cent more productive than any other variety against which it has been tested.

BEST FOR GRAZING

Its rapid fall growth, erect type and broad blades furnish an abundance of excellent green food for livestock during the fall and winter months.

BEST FOR COVER CROP

Abruzzi is an ideal soil builder and is especially suited for planting in cotton for a cover crop. It makes a good winter growth and when turned under adds greatly to the fertility of the soil.

PRICES: 10 bushels or more.....\$2.75 per bu.
Less than 10 bushels.....\$3.00 per bu.

WHAT CUSTOMERS SAY ABOUT OUR ABRUZZI RYE

Double Yield

Grain was very uniform and I am sure will make twice as much as Georgia Tall Rye. I am well pleased with your seed.

J. H. PALMER, Tennille, Ga.

Best Direct From Breeder

I find that the rye grown from seed direct from you makes a more uniform growth, larger seed and a better yield than that several generations removed.

JNO. C. CULLER, Orangeburg, S. C.

Heads Larger

My observation borne out by public thresher, heads considerably larger and of fuller grains than any rye in this section of North Carolina and South Carolina. Weather conditions in this section generally adverse to growing conditions. Results from this seeding entirely satisfactory.

JNO. L. EVERETT,
Rockingham, N. C.

Steady Improvement

I have been growing Abruzzi Rye about 20 years and have gotten seed from you about every second year. I think I can see a steady improvement as to yield and storm resistance. You have a very fine type of rye, a good yielder, early and more resistant to storms than former breedings.

EDWIN L. CULLER, Wolfton, S. C.

Satisfied Customers

I like the grain mighty well. I intend planting more acreage this year than ever before.

WILLIAM HUNTER,
Belton, S. C.

Best rye I know of.

WADE STACKHOUSE,
Dillon, S. C.

Am well pleased with general growth of this rye. Best yielder I have ever grown.

T. B. THORNTON,
Hartwell, Ga.

It makes three times as much grain as any other rye. I would not plant any other kind.

J. E. ROBESON,
Tar Heel, N. C.



Harvesting Coker's Pedigreed Abruzzi Rye—Strain 10

COKER'S PEDIGREED REDHART WHEAT

THE ARISTOCRAT OF SOUTHERN WHEATS

Coker's Pedigreed Redhart Wheat, introduced by us in the fall of 1923 has in the short space of seven years become the most popular variety grown in many sections of the cotton belt. Many farmers have made yields with it that they never dreamed could be made with a Southern wheat, some have doubled the yields they were formerly making with other varieties and all are growing it to their entire satisfaction. Redhart, The Aristocrat of Southern Wheats, richly deserves this title. Its upright, growth and heavy compact, erect heads tell at a glance that it is a "thoroughbred." These qualities, together with its earliness and heavy yield, combine to make it an ideal variety.

THE PRIDE OF THE PIEDMONT

Our Redhart Wheat, because of its excellent record in many sections of the Piedmont Region of North and South Carolina, has done much to re-habilitate grain growing in those sections and has proved that *good wheat can be raised at a profit* in the South-East. We are reserving a CARLOAD of these seed to be distributed throughout one of the wheat growing counties of North Carolina by its County Agent. The farmers of this county are "sold" on Redhart for they have proved to their own satisfaction that it is the best that money can buy.

HEAVY YIELDER—EARLY

Repeated tests have demonstrated that Redhart is from 20 to 50 per cent more productive than other wheats now being planted in the cotton belt. This excellent yielding ability is due in part to its extreme earliness which enables it to escape rust injury.

STIFF STRAW—ERECT HEAD

Its stiff straw and erect growth practically eliminates "lodging" and makes harvesting a pleasure. You will be delighted with bright, heavy golden grain that comes from the thresher and you will agree with us that the slightly higher initial cost for the seed has been repaid many times.



Specimen Coker's Pedigreed
Redhart Wheat

PRICES: 10 Bushels or More.....\$3.25 per bu.
Less than 10 Bushels.....\$3.50 per bu.

GROWERS ARE ENTHUSIASTIC

Stands Cold Better

The Redhart Wheat is the best wheat as it stands cold better as well as dry weather. The yield is far better than other varieties of wheat. I expect to plant it in 1931

E. R. ROBERTS
Marion, S. C.

Outyields Leap's Prolific

Will say as to the test I have made with Redhart as to yield and earliness and uniformity, it proved very satisfactory. Two years ago the same field in Leap's Prolific, with 200 lbs. 8-3-3 guano, made 28 bushels per acre. The Redhart yielded 34 2-3 bu. I am well pleased.

M. A. CAUBLE
Route No. 1, Rockwell, N. C.

No Equal For Coastal Plain

We think this wheat the best wheat known for Eastern Carolina. As a yielder and for earliness it has no equal with us. If more farmers knew of its adaptability to the Coastal Plain section, I am sure more wheat would be grown.

L. B. BRANDON, Co. Agt.
Racford, N. C.

Best seed wheat I ever planted.

WADE STACKHOUSE
Dillon, S. C.

I am well pleased.

T. P. WOOTEN
Tignall, Ga.

Large Grains—Long Heads

I am well pleased with the wheat that I ordered from you. The grains are very large, long head and are plenty early. This wheat proved to be one of the best ever grown in this section.

ATHELL GARRICK
Cope, S. C.

Superior to Other Wheat

I will say that I am well pleased with your Redhart Wheat. The land I planted was some good and some very poor, I am sure some acres went well over thirty bushels per acre. It is far superior to any other wheat in this section. I threshed some other kinds for neighbors, and their yield was 10 to 15 bushels per acre.

B. W. SEGARS
Oswego, S. C.



Breeding Field
Coker's Pedigreed Redhart Wheat

You will be interested to know that I made a yield of 43 bu. and 9 lbs. of wheat on one acre with your Redhart.

R. G. DONALD.
Society Hill, S. C., June 7th, 1930.

"The South should grow its own food"—Gov. Gardner of N. C.

WE OFFER FOR 1931

THE BEST AND MOST VALUABLE LINE OF COTTONS EVER PRODUCED BY US

Our new cottons, new varieties, and new strains, which we are about to offer for 1931 planting, represent the most outstanding plant breeding accomplishments in the entire history of our organization. Two brand new varieties, (one of them unnamed as yet), four new strains of our most valuable standard varieties, and in addition, we offer seed of the older strains of our most popular cottons at the lowest prices in the history of our company. You have a choice of nine varieties, including the most valuable cottons grown in the South, with staple lengths ranging from full inch to 1 3-8 inch. Following is a list of new strains and varieties:

A brand new inch and sixteenth variety that fruits earlier than any cotton we know of.

A New Cleveland Wilt Resistant Cotton—Pedigreed Coker-Clelewilt Strain 1.

The most productive strain of Pedigreed Coker-Cleveland Five—Pedigreed Coker-Cleveland Five Strain 3.

The earliest and heaviest yielding strain of Coker-Foster—Coker-Foster Strain 6.

The longest and most productive strain of Wilds—Pedigreed Wilds Strain 3.

Longest and best strain of Deltatype—Pedigreed Deltatype Webber Strain 9.

Seven strains of our long and short staple varieties, which are quoted at the lowest prices at which we have ever sold seed of equal quality and breeding.

Write for preliminary price list and descriptions. Book your orders now for next spring shipment. All prices are guaranteed against decline. Our stocks of new strains are very limited.

COKER'S PEDIGREED SEED COMPANY

"THE SOUTH'S FOREMOST SEED BREEDERS"

DAVID R. COKER, President

Hartsville, S. C.

